

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18 Stylesheet Version v18.0

> Title of Invention

System and method for delivering targeted advertisements using multiple presentation streams

Application Number:

09/750800

Confirmation Number:

8297

First Named Applicant:

John Schlack

Attorney Docket Number: T721-20

Art Unit:

2614

Examiner:

John Manning

Search string:

(5446919 or 5534911 or 5621728 or 5650994 or 5724091 or 5752160 or 5761601 or 5774170 or 5966120 or 5990927 or 6002394 or 6009410

or 60020883 or 6029045 or 6253238 or

6263501 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or ' 6516002 or 6615039 or 6631523 or 6675385 or

6718551 or 6724974 or 6738978 or

20020026645 or 20020104083 or 20020129374

or 20030200128).pn.

US Patent Documents

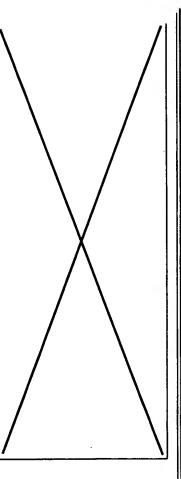
Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee ´	Kind	Class	Subclass
MH	1	5446919	1995-08-01	WILKINS			
	2	5534911	1996-07-09	LEVITAN			
	3	5621728	1997-04-01	LIGHTFOOT			
	4	5650994	1997-07-01	DALEY			
	5	5724091	1998-03-01	FREEMAN			·
	6	5752160	1998-05-01	DUNN			
	7	5761601	1998-06-01	NEMIROFSKY			
	8	5774170	1998-06-01	HITE	l ——	•	
	9	5966120	1999-10-01	ARAZI			
	10	5990927	1999-11-01	HENDRICKS			
$\ \nabla$	11	6002394	1999-12-01	SCHEIN			

/Michael Hoye/ 01/22/2007



М	H	12	6009410	1999-12-01	LEMOLE	
		13	60020883	2000-02-01	HERZ	
		14	6029045	2000-02-01	PICCO	
		15	6253238	2001-06-01	LAUDER	
		16	6263501	2001-07-01	SCHEIN	
		17	6418122	2002-07-01	SCHOENBLUM	
		18	6425131	2002-07-01	CRANDALL	
		19	6434747	2002-08-01	KHOO	
		20	6446082	2002-09-01	ARITA	
		21	6459427	2002-10-01	MAO	
		22	6463585	2002-10-01	HENDRICKS	
		23	6487721	2002-11-01	SAFADI	
		24	6516002	2003-02-01	HUANG	
		25	6615039	2003-09-01	ELDERING	
		26	6631523	2003-10-01	MATTHEWS	
		27	6675385	2004-01-01	WANG	
		28	6718551	2004-04-01	SWIX	
		29	6724974	2004-04-01	NARUTO	
		30	6738978	2004-05-01	HENDRICKS	



US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
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	2	20020104083	2002-08-12	HENDRICKS]	\	
	3	20020129374	2002-09-12	FREEMAN]	/	
lacksquare	4	20030200128	2003-10-12	DOHERTY]//	•	

Signature

Examiner Name	Date	
/Michael Hoye/	01/22/2007	

PTO/SB/08A (08-03) Approved for use through 07/31/2006, OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Sheet 1

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

of 1

 Complete if Known

 Application Number
 09/750,800

 Filling Date
 19 JAN 2001

 First Named Inventor
 SCHLACK

 Art Unit
 2614

 Examiner Name
 MANNING, JOHN

 Attorney Docket Number
 T721-20

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Unes, Where Relevant Passages or Relevan Figures Appear
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Country Code ³ -Number ⁴ -Kind Code ⁴ (if known) WO9827723	06-25-1998	YUEN	Or Relevant Figures Appear	Т'
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